

TFWA China Reborn to re-connect and digitalize the travel industry

TFWA's ONE2ONE e-meeting service will be one of the main attractions of the upcoming TFWA China Reborn online event. This networking facility, a popular feature of TFWA World Exhibition & Conference, TFWA Asia Pacific Exhibition & Conference and TFWA i.lab events for a number of years, will have a virtual format for the first time.

This personalized, appointment-based service will allow attendees to network, interact and engage with duty free and travel retail professionals in China and beyond. Powered by Tencent Cloud, meetings will take place in private, secure rooms within the VooV platform.

To make the most of the ONE2ONE e-meeting service, attendees should follow the steps on the TFWA website [here](#) to register and schedule e-meetings in advance. This service will be made available to TFWA members, sponsors, buyers and landlords.

"This new event will provide a strong platform for travel retail professionals to gather at a moment when **China is the focus of our industry as never before**. We are delighted to see so many of the industry's leading players, including retailers, landlords and brands, supporting the initiative. I would like to offer my sincere thanks to all our sponsors at such a critical juncture for travel retail and duty free," says Alain Maingreud, President of TFWA.